

Isuzu Launches 2nd New Vehicle Promotion On Priceline.com Auto Service:

Buy or Lease A 2000 Isuzu Rodeo Through Priceline.com And Get A Free Palm V™ Organizer

New vehicle buyers can set their own price for a new Isuzu Rodeo and then buy or lease it through local dealerships

NORWALK, Conn., and CERRITOS, Calif.--(AutomotiveWire)--May 3, 2000--

In case you were looking for one more reason to get an Isuzu Rodeo, the rugged sport utility vehicle with America's longest powertrain limited warranty (10 years/120,000 miles), here it is: From now through May 31, 2000, just come to priceline.com (Nasdaq: PCLN) on the Internet, set your own price to buy or lease a Rodeo, and you'll get a free Palm V handheld organizer after you pick up the vehicle.

The Rodeo offer is the second time American Isuzu Motors has utilized priceline.com Automotive Services, LLC (a wholly owned subsidiary of priceline.com, Incorporated) to promote one of its vehicles. In January, Isuzu offered special incentives to new vehicle buyers who used priceline.com Auto Services to purchase a 1999 Isuzu Amigo sport utility vehicle. This week's Rodeo promotion launch coincides with priceline.com Automotive Services' recent service expansion to cover all 48 contiguous states.

"Following our January promotion, we found that 80% of all priceline.com customers who made purchase offers for an Amigo had initially come to the Web site without prior knowledge of the Amigo incentive but, due to the promotion and Isuzu's reputation for quality vehicles, chose us," said Robert W. Reilly, Isuzu senior vice president and COO, Sport Utility Vehicles. "Priceline.com Auto Services customers are very receptive to Internet-based marketing programs and messages. We're pleased to continue our initiatives with priceline.com Auto Services on their new national platform."

"With our new car sales continuing to grow each month, priceline.com Auto Services is an effective way for manufacturers to reach an increasingly important segment of the new vehicle-buying public," said Maryann Keller, president of priceline.com Auto Services Group. "Through its continuing initiatives, Isuzu is breaking new ground in Internet marketing and gaining critical expertise in working with Internet consumers."

Priceline.com Auto Services is unique among Internet car-buying services because it enables you to set the price for your new vehicle. Priceline.com Auto Services' auto-buying Web site is easy to use -just choose the vehicle and options you want and the price you are willing to pay, and priceline.com Auto Services will let you know in one business day whether a local dealership accepted your offer.

Choosing the vehicle you want is simple. In a photo-enhanced format, priceline.com Auto Services displays popular vehicle models and suggests option configurations that are most popular. To help choose a price, priceline.com Auto Services shows the list price, dealer invoice and typical selling price for new car models.

Once you give priceline.com Auto Services your offer price, you will be asked to select the local counties where you would be willing to pick up your new vehicle. Priceline.com Auto Services circulates your offer to factory-authorized dealerships in your selected counties. Dealers can either accept your offer on the spot or respond with counter-offers for your review.

Priceline.com Auto Services' most unique feature is its confidentiality. Dealers always accept consumers' offers in writing before receiving the name of the customer. By keeping customers' identities anonymous, priceline.com Auto Services levels the playing field so that every consumer, particularly those who don't like to negotiate for a vehicle, have the same opportunity to get a good deal, with no dinnertime phone calls and no pressure to accept someone else's price.

About American Isuzu Motors

American Isuzu Motors Inc. is the U.S. distributor of Isuzu sport utility vehicles, commercial vehicles and diesel engines. For more information, call (800) 662-2464 or point your browser to www.isuzu.com on the World Wide Web.

About priceline.com

Priceline.com, parent of priceline.com Auto Services, is the Name Your Own Price(sm) patented Internet pricing system. Priceline.com currently provides services across four broad product categories: a travel service that offers leisure airline tickets, hotel rooms and rental cars; a personal finance service that offers home mortgages, refinancing and home equity loans through an independent licensee; an automotive service that offers new cars, and a telecommunications service that long distance calling services. Priceline.com has agreed to license its business model to independent licensees, including Priceline WebHouse Club(sm), Inc., which offers a Name Your Own Price(sm) service for groceries; PricelineMortgage(sm), Priceline Perfect YardSale(sm), Inc., a local-market, consumer-to-consumer selling service, and certain international licensees.

In these arrangements, priceline.com generally receives royalties for licensing its intellectual property. Priceline.com also holds securities carrying the right to purchase a significant equity stake in the licensees under certain conditions. Unless those rights are exercised, the results of licensee operations will not be included in priceline.com's financial statements.

Information about forward looking statements

This press release may contain forward-looking statements. Expressions of future goals and similar expressions including, without limitation, "may," "will," "should," "could," "expects," "does not currently expect," "plans," "anticipates," "believes," "estimates," "predicts," "potential," or "continue," reflecting something other than historical fact are intended to identify forward-looking statements. The following factors, among others, could cause the Company's actual results to differ materially from those described in the forward-looking statements: inability to successfully expand the Company's business model both horizontally and geographically; management of the Company's rapid growth; adverse changes in the Company's relationships with airlines and other product and service providers; systems-related failures; the Company's ability to protect its intellectual property rights; the effects of increased competition; anticipated losses by the Company and its licensees; legal and regulatory risks and the ability to attract and retain qualified personnel. For a detailed discussion of these and other factors that could cause the Company's actual results to differ materially from those described in the forward-looking statements, please refer to the Company's most recent Form 10-Q and Form 10-K filings with the Securities and Exchange Commission.

CONTACT: Priceline.com, Norwalk

Brian Ek, 203/299-8167
brian.ek@priceline.com
Mike Darcy, 203/299-8168
mike.darcy@priceline.com
or
Connors Communications
Melissa Sher, 212/807-7500
melissa@connors.com